

NEOGOV

ADVERTISING REPORT:

A THIRD OF JOBS WOULD BENEFIT FROM ADVERTISING



NEOGOV'S RECRUITMENT PROJECT

WHAT TO DO WITH UNDERPERFORMING JOBS

From 2019 to 2020, NEOGOV conducted a study of 86,000 open public sector positions to determine how to recognize job posts that are struggling to attract applicants, and the adjustments that can be made to turn around performance.

Which action should be taken is based on how the job posting performs within the first week or two of being opened.

This report will explain when advertising will improve applicant rates, when advertising will not move the needle, and how to proceed when the latter is the case.

KEY TAKEAWAYS

The conversion rate of a job posting determines the proper course of action needed to increase applicants. Conversion is determined by the number of job seekers who view the job posting that "convert" into applicants.

If a job posting gets low or medium views, but the job seekers who do see the job posting convert into applicants at a high rate, advertising is recommended to increase the views and, therefore, increase the number of applicants.

HOW TO DETERMINE THE

BEST ACTION TO TAKE ON A JOB POSTING

A job posting's conversion rate early on (usually within the first couple of weeks after it has been opened) determines whether there will be enough applicants in the candidate pool by the close date to ensure a qualified hire.

The conversion rate of a job posting is calculated by dividing the number of applicants by the number of views a job posting gets. **For example, if 100 job seekers viewed the job posting but only 2 job seekers applied, the conversion rate would be 2%.**

Once the conversion rate is determined, the job can be plotted on this 9-Box matrix we created. Where the job lands on the grid determines what next steps are -- either restructure, advertise, or don't change.

WHAT THE POSITION IN THE 9-BOX CHART IS TELLING US:

No Change: Superstars

The job posting is performing well. No action required.

Advertise: Needs More Exposure

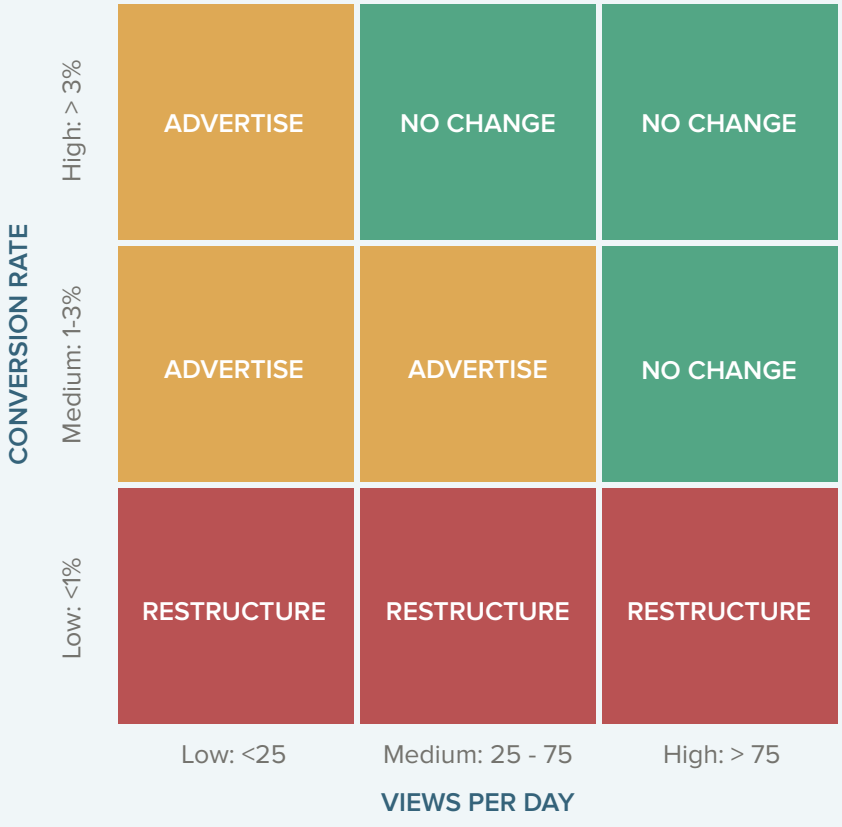
The job posting is converting well but needs more exposure to increase applicants.

Restructure: Unattractive Position

The job posting is not attracting applicants and advertising will not help. Deeper underlying issues must be solved.

Figure 1

Conversion Rates and Views by Box



WHEN YOU

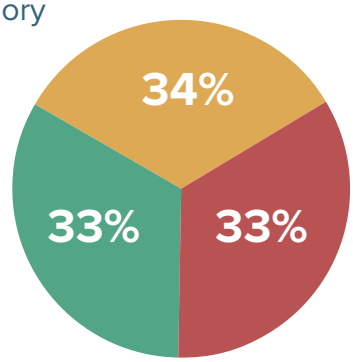
SHOULDN'T ADVERTISE THE JOB

Although you might assume that an underperforming job posting just needs more job seekers to see it, that's not always the case. In fact, the data in our recruitment study determined that **66% of jobs will not benefit from advertising.**

Figure 2

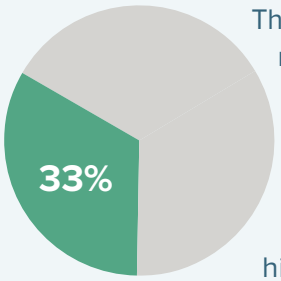
Percentage of Jobs in Each Category

- **No Change:** Superstars
- **Advertise:** Needs More Exposure
- **Restructure:** Unattractive Position



THERE ARE TWO SCENARIOS WHERE THIS IS TRUE:

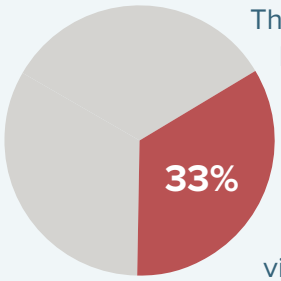
NO CHANGE



The job is performing well and just **needs more time** to increase applicants.

If a job posting gets more than 25 views per day and has a conversion rate that's higher than 3% OR gets more than 75 views per day and has a 1-3% conversion rate, nothing needs to be done. The job posting will bring in enough candidates to ensure a qualified candidate is in the pool without taking additional action.

RESTRUCTURE



The job needs more than advertising. **It needs to be restructured.**

Advertising is not recommended for jobs that convert at less than 1% (i.e. less than one applicant applies per 100 job posting views). That's because if a job's conversion rate is too low, job seekers won't apply regardless of the number of views the job posting gets.

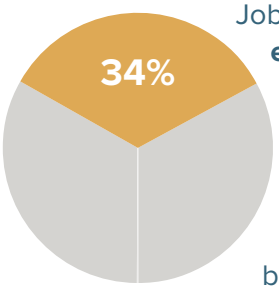
In this case, restructuring the position should be considered. Restructuring can include making changes to the job's location, pay, hours, time off, required qualifications, and more.



◀ Another report in the Recruitment Project series, the **2020 WORKFORCE PLANNING REPORT**, takes a deep dive into the 34% of the over 86,000 jobs we determined needed to be restructured.

WHEN ADVERTISING
SHOULD BE CONSIDERED

ADVERTISE



Job seekers are applying to the job, but it's **not getting enough exposure**.

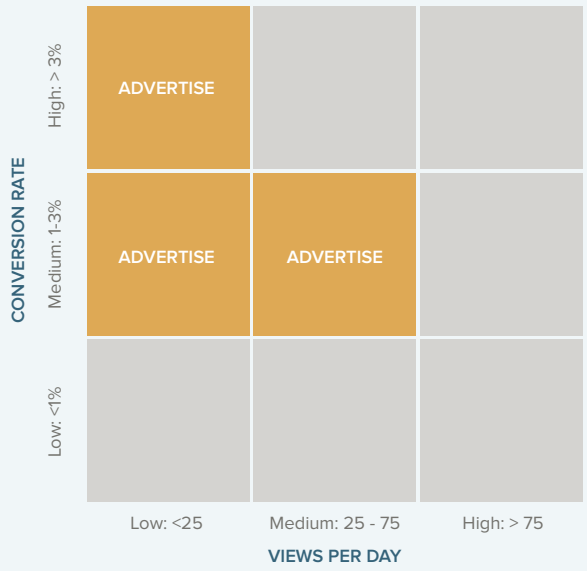
When the conversion rate of a job is greater than 1%, but the views of the job posting are low, advertising is a great option to find more applicants. In other words, if few job seekers are seeing the job, but those who do see the job posting apply to the position, the job posting simply needs to be seen by more job seekers to increase the number of applicants.

There are three boxes in the 9-Box chart that indicate advertising as the best course of action to increase the number of applicants. These boxes include:

- Low views (less than 25 per day) and high conversion rate (more than 3%)
- Low views (less than 25 per day) and medium conversion rate (1-3%)
- Medium views (25-75 per day) and medium conversion rate (1-3%)

Figure 3

Boxes in the 9-Box Chart That Recommend Advertising







TIPS FOR ADVERTISING JOBS

If it's determined that the job posting will benefit from advertising, we recommend the following:

1 Post on job boards that will reach the right audience

Consider where you are posting the position to reach job seekers. Simply posting on your organization's career webpage may not bring in enough applicants. Instead, post on leading job boards such as Indeed, GovernmentJobs.com, and ZipRecruiter to reach a broader audience.

2 Use an ATS that supports job advertising

Use an applicant tracking system (ATS) that can support automated, tracked advertising of your open positions. Some robust applicant tracking systems will allow you to advertise on leading job boards directly from the system and will provide reporting to understand when you should advertise, and when you will get enough applicants organically, without advertising.

3 Rewrite the Job Description as a Job Advertisement

To get the most out of your advertising investment, consider rewriting the job description to highlight the most appealing aspects of the position, keeping in mind the audience. During the course of this research, we were surprised to learn that many job postings begin with what the agency wants from the job seeker, such as the years of experience, desired skill set, or the daily requirements of the job. Consider reordering the job description to advertise the benefits of the role from the job seeker's perspective.

INCLUDE THESE

4 THINGS IN YOUR JOB ADVERTISEMENTS

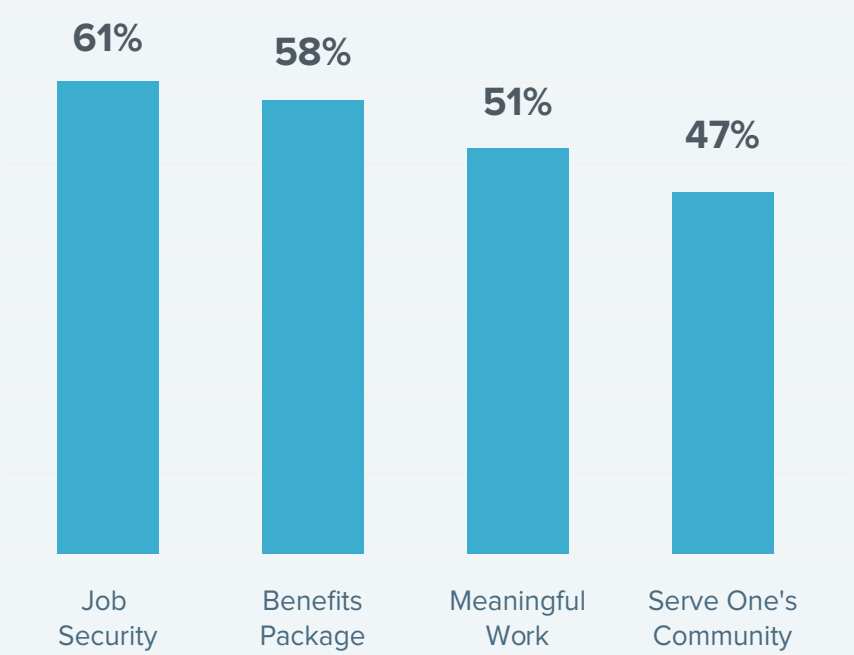


Figure 4
Aspects of the Public Sector Most Attractive to Job Seekers

1 The top motivators of the position

A NEOGOV survey of 2,000 job seekers revealed the most attractive aspects of public sector jobs are job security (61%), benefits (58%), meaningful work (51%), and serving the community (47%). Consider highlighting these aspects to attract job seekers to apply.

2 An engaging lead sentence

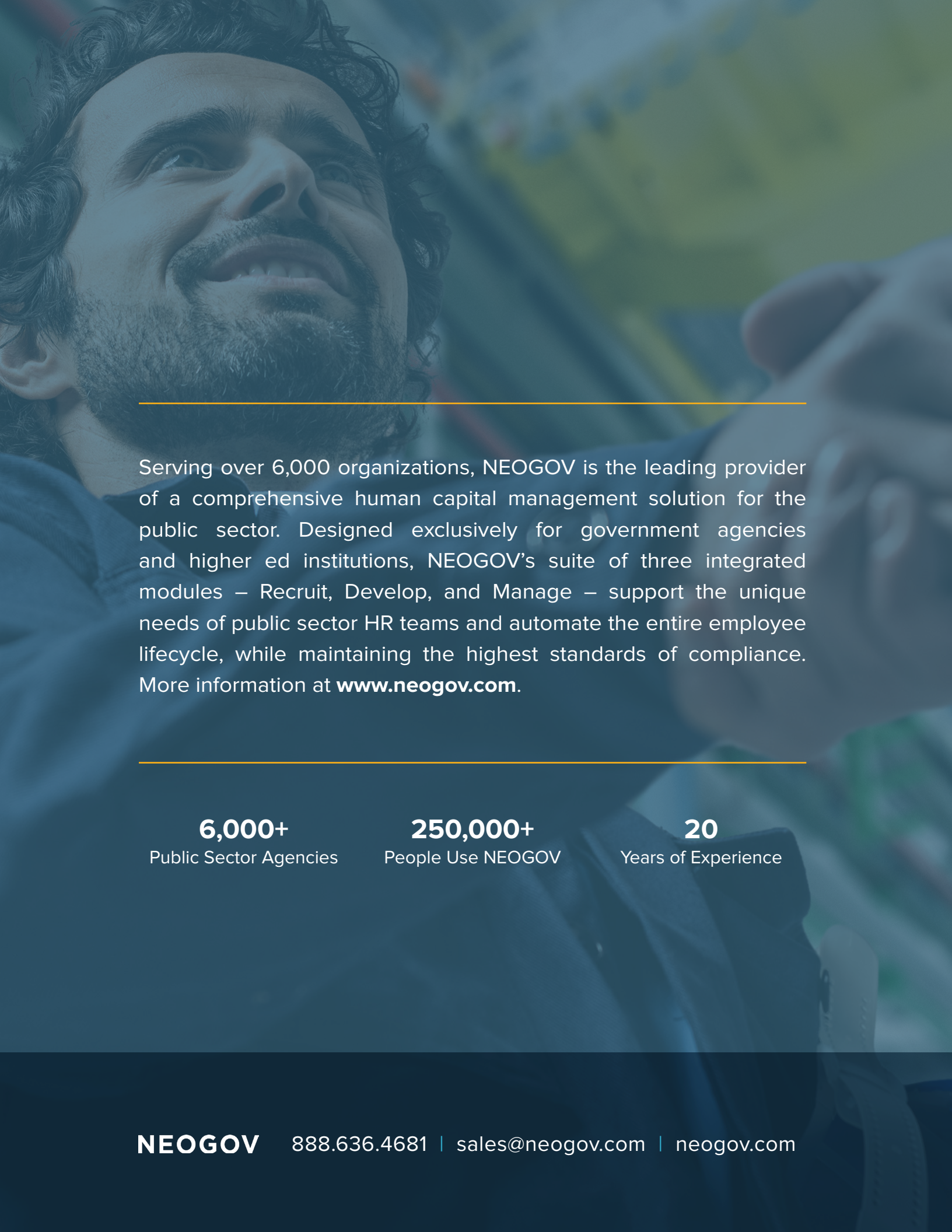
According to LinkedIn, job seekers only pay attention to a job posting for 14 seconds before deciding whether to apply for the job. Emphasize the benefits of the role in the first line to grab job seeker attention.

3 The unique benefits of your organization

Share the distinctive aspects of working for your organization, such as location, culture, mentor programs, work/life balance, a four-day work week, or other unique benefits. These will help job seekers to differentiate your organization's open position from others they may be considering.

4 Opportunities for skills growth / career advancement

The potential for advancing one's career is extremely important to job seekers, especially the Millennial and Gen Z generations. Consider emphasizing that the role will allow them to build a career long-term by highlighting leadership programs and learning opportunities.



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